RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

October 16, 1996

RJR Account #180000
R. Rinde
ELMIRA DISTRIBUTING

DECEMBER DORAL B2G1F / PROMOTION #601794

Dear Rich:

DORAL B1G1F product, and Live product, has been ordered (see quantities listed below), as well as 30 skus of B2G1F sleeves (Item #515990) pack your December *Partners* display shipment to participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
Full Flavor Kg	12300-22268	2	12300-16612	1
Light 100	12300-22264	2	12300-15212	1

111896

Product / Premium Arrival: **November 18, 1996**

Ship Date to Retail: **Week of: November 25, 1996**

SKU CUBE: **1.0400**
SKU WT (w/o Product): **4.0000 lbs**
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Cartons**

EFT $ Amount: **$1,224.36**
Non-EFT $ Amount: **$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/xmym0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$84.00 (3 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER PACKING INSTUCTIONS

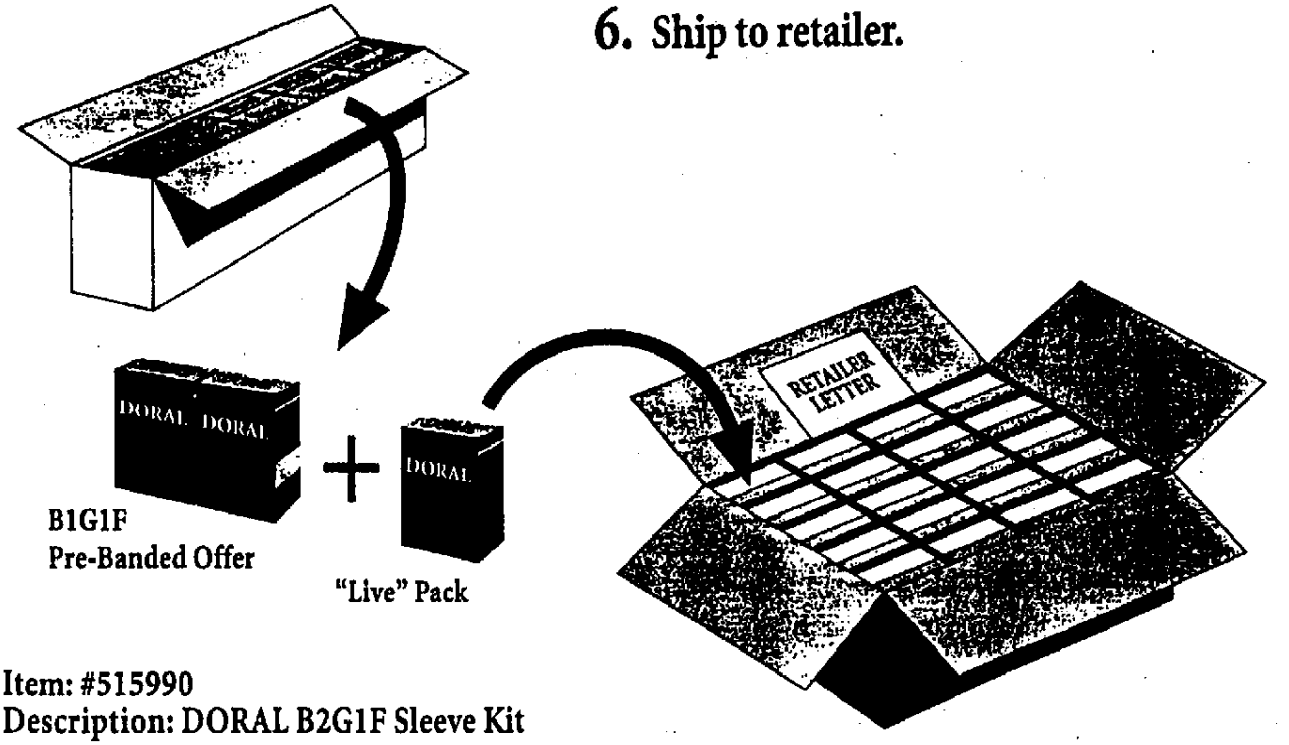
VALUE-ADDED PROMOTIONS – 4TH QTR. '96

December DORAL National B2G1F (Buy 2 Packs Get 1 Pack Free)

Each white carton contains Five Prebanded 2-Pack B1G1F DORAL offers. Four offers are banded side-by-side. The fifth offer folds out.(See illustration).

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Retailer Letter REMAINS in case.
5. Close the case.
6. Ship to retailer.



B1G1F
Pre-Banded Offer

"Live" Pack

Item: #515990
Description: DORAL B2G1F Sleeve Kit

Brand Style						
Number of Cartons						

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WHOLESALER: 180000 ELMIRA DISTRIBUTING

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F
BRAND STYLES: FF / FF 100 / LT / LT 100
SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
	22619	1622 03	WATKINS NEWS	311 FRANKLIN ST.	WATKINS GLEN	NY		A 24	150
	239960	1622 03	POST CREEK BUSY MART	ROUTE 414	BEAVER DAMS	NY		A 24	173
	269425	1622 03	MACKS PHARMACY	PLZA SHOPNG CTR	ITHACA	NY		B 24	296
	269473	1622 03	GLEN GROCERY	FRANKLIN ST	WATKINS GLEN	NY		A 24	342
	597271	1622 03	BIG M	15 MAIN STREET	SPENCER	NY		C 24	184
	764282	1622 03	RT #414 RED & WHITE	1596 STATE ROUTE 414	WATKINS GLEN	NY		A 24	124
	764298	1622 03	MAPHIS EGGLAND	CATHERINE RD	ODESSA	NY		A 24	129
	35860	1622 04	HARNAS READI.MART	ROUTE 223	ERIN	NY		A 12	117
	192094	1622 04	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY		A 24	105
	269467	1622 04	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY		A 24	100
	269635	1622 04	FOODMART	328 PARK AVE	CORNING	NY		C 24	526
	269783	1622 04	CFM #33-094/F	3 BEARTOWN RD	PAINTED POST	NY	0990-00-00	A 24	149
	269831	1622 04	MINIERS	2914 CANAL ST	BIG FLATS	NY		C 24	240
	309498	1622 04	HARRIS FOOD MART	351 NORTON ST	ELMIRA	NY		A 12	200
	666526	1622 04	NICHOLS TRAVEL PLAZA	EXIT 62, ROUTE #17	NICHOLS	NY		A 00	20
	669822	1622 04	J&L DAIRY	455 ITHACA RD.	HORSEHEADS	NY		A 04	87
	718792	1622 04	LIQUID UNLIMITED INC	1600 CEDAR ST	ELMIRA	NY		A 00	100
	727822	1622 04	QUICK STOP BEV & GRO	1331 COLLEGE AVE	ELMIRA	NY		A 04	60
	763838	1622 04	HESS #32221	100 COLLEGE AVE	ELMIRA HEIGHTS	NY	0353-01-00	C 24	2055
046292	764246	1622 04	A-PLUS MINIT #60065F	625 PENNSYLVANIA AVE	ELMIRA	NY	0362-01-02	A 12	1
	269729	1626 04	WAYLAND FOODMART	E NAPLES ST	WAYLAND	NY		C 24	540
	429128	1626 05	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY		A 12	110
	647713	1626 05	STOP 21	RT. 21 & ARMINGTON RD.	PALMYRA	NY		B 24	112
	715512	1626 05	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY		A 12	199
	518794	1626 06	ARGENTINERIS GROCERY	104 LODER ST	HORNELL	NY		A 24	178

Total Accounts 25

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 12/09/96

ACCOUNT NUMBER: 180000
VOUCHER NUMBER: 15335244
DATE WRITTEN: 12/09/96
STATUS: PAID
AMOUNT PAID: 84.00

ELMIRA DISTRIBUTING
374 UPPER OAKWOOD AV
ELMIRA , NY 14903

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	3.00	84.00

EXPLANATION: DEC DORAL B2G1F 601794 / AZ

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